product wherein the first layer is urethane pigment layer having a polyester adhesive layer coated thereon.

FIG. **9** depicts one method disclosed in this application, wherein an emblem can be impressed with a desired pattern and simultaneously attached on a substrate. One particular feature of the method resides in the step of simultaneously impressing the upper thermoplastic layer **14** of the emblem **24** while attaching the emblem **24** to the underlying substrate **22** using heat and pressure. To effectuate the attachment process, as depicted in FIG. **9**, heat and pressure are applied using conventional sealing machines. As shown in FIG. **9**, with the use of a heat-sealing device **37** having an upper platen **34** and a lower platen **36** with the ability to controllably release heat and apply pressure, a substrate **22**, the emblem **24** and an impressed cover sheet **26** can be placed one on top of the other. More specifically, as shown in FIG. **9**, on a lower platen **36**, there is placed the desired substrate **22**, followed by the emblem **24**. The emblem **24** is placed on the substrate **22** in a position such that the lower adhesive layer **20**, as depicted in FIG. **5**, is in mating contact with the substrate **22**. Furthermore, the emblem **24** is placed so that the upper thermoplastic layer **15** is exposed. Following this placement, the impressed cover sheet **26** is superimposed on the emblem **24**. The impressed cover sheet **26** is superimposed such that the release coating **32** is in mating contact with the upper thermoplastic layer **14** of the emblem **24**. It then follows that the base layer **30** of the cover sheet **26** is the layer that comes into contact with the upper platen **34** when the upper and lower platens **34**, **36** are placed in an operative position, as shown in FIG. **10**. The upper and lower platens **34**, **36** are placed in an operative position for a time sufficient to bring the lower adhesive layer **20** to its melting temperature so that the adhesive can adhere to the underlying substrate **22**. The upper and lower platens **34**, **36** are further placed in operative position for a time sufficient to impress the upper thermoplastic layer **14** with the complement of the desired pattern **28** on the cover sheet **26**. Accordingly, the upper and lower platens **34**, **36** deliver heat and pressure toward the emblem and the substrate sufficient for the emblem **24** to adhere to the underlying substrate **22** and simultaneously have the cover sheet **26** impress the upper thermoplastic layer **15** of the emblem **24** with the desired pattern **22** on the surface.

In another embodiment of this invention, a method for impressing a desired pattern on an emblem without at the same time adhering the emblem to a substrate is disclosed. For this method, the emblem further requires the use of a carrier sheet to protect the lower adhesive layer **20** of the emblem both prior to, during and following the process of impressing the emblem. The carrier sheet is preferably a releasable sheet which is made of paper, fabric or plastic. If the carrier sheet is made of plastic then the plastic must have a higher melting point than the temperature required to impress the emblem. For such a method, again the impressed cover sheet **26** would be placed in mating engagement with the upper thermoplastic layer **14** of the emblem **24**. Furthermore, the combination of the impressed cover sheet **26** placed together with the emblem assembly **24** would be sandwiched between the platens **34**, **36** for the application of heat and pressure necessary to effectuate the impressing process on the emblem.

In yet another embodiment of this invention, a laser-cutting device or a precision knife can be used to directly engrave or etch the fabric layer of an emblem. As depicted in FIG. **11**, the Stahls' lettering pattern **12** may be etched into the fabric layer **38** of an emblem. As shown in FIG. **12**, with this technique, the fabric layer **40** is itself debossed with indentations that constitute the desired pattern.

Suitable substrates **22** on which the emblem **10** can be applied include materials such as twill, cotton, wools, polyester and synthetic materials, such as Gortex and Lycra.

While the best mode for carrying out the invention has been described in detail, those familiar with the art to which this invention relates will recognize various alternative designs and embodiments for practicing the invention as defined by the following claims.

What is claimed is:

1. A cover sheet for impressing a pattern on a thermoplastic surface of an emblem, comprising:

a base layer;

a heat application release coating on the base layer;

said release coating exhibiting a heat resistant and pressure resistant debossed or embossed impression complementing the pattern; and

said cover sheet, when placed with its release coating against and in registry with the thermoplastic surface of an emblem and heat and pressure are applied on said cover sheet and toward the emblem, the pattern is formed on the thermoplastic surface of the emblem.

2. The cover sheet in claim **1** wherein said base layer is selected from the group consisting of paper, fabric and plastic.

3. The cover sheet in claim **1** wherein said coating is selected from the group consisting of silicone, vinyl and urethane.

4. The cover sheet in claim **1** wherein said coating exhibits an engraved impression formed by using a laser cutter or a precision knife.

5. The cover sheet in claim **1**, wherein said coating exhibits an impression formed by stamping to boss the complemental pattern on said coating.

6. A cover sheet combination for impressing a pattern on the surface of an emblem while affixing it to a substrate, comprising:

a cover sheet having a base layer and a release coating on one face thereof;

an emblem having an upper thermoplastic layer and a lower adhesive layer;

said release coating having an impression complementing the pattern;

said emblem being positioned on the substrate in a location such that said upper thermoplastic layer is exposed;

said cover sheet being superimposed on said emblem such that said release coating is in mating engagement with said upper thermoplastic layer;

said cover sheet being heated and pressed toward the substrate and against said emblem to affix said emblem to the substrate and form the desired pattern on the emblem.

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